



Customer Experience Design

CONTEXT

The client is one of the largest automobile brands in the world.

THE ASK

Digitally transform the customer life cycle journey, bring empathy and efficiency in customer service.

THE ACTIVITY

Experience design workshop (2 days) - to design the customer life cycle (consideration - purchase - service - resale).

THE INNOVATION

- + Better testing planning.
- + Connected car and service.
- + Predictive maintenance and real time alert.
- + Real time assistance and support.
- + Predictive scheduling and stocking.

THE IMPACT

- + Expected to reduce customer response time and improve the service TAT.
- + Anytime customer support.
- + Data base for improvement and cross selling.